



IFW Receipt

Attorney Docket No.: PATENT
DERN-00101

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:) Group Art Unit: 3622
Howard Dernehl et al.) Examiner: Young, John L.
Serial No.: 09/635,994) **TRANSMITTAL LETTER**
Filed: August 9, 2000) 162 North Wolfe Road
For: **WEB BASED REFERRALS WITH**) Sunnyvale, California 94086
REWARD INCENTIVE) (408) 530-9700
Customer Number 28960

MS: Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Enclosed please find a request for correction of information on the official filing receipt including copies of the filing receipt (with noted correction), page one of the specification as filed on August 9, 2000 and the declaration for filing with the U.S. Patent and Trademark Office.

The Commissioner is authorized to charge any additional fee or credit any overpayment to our Deposit Account No. 08-1275. **An originally executed duplicate of this transmittal is enclosed for this purpose.**

Respectfully submitted,
HAVERSTOCK & OWENS LLP

Dated: November 30, 2004

By: Thomas B. Haverstock
Thomas B. Haverstock
Reg. No.: 32,571

Attorneys for Applicants

CERTIFICATE OF MAILING (37 CFR § 1.8(a))

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

- 1 -

HAVERSTOCK & OWENS LLP.
Date: 11/30/04 By: [Signature]



PATENT
Attorney Docket No.: DERN-00101

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Howard Dernehl et al.

Serial No.: 09/635,994

Filed: August 09, 2000

For: **WEB BASED REFERRALS WITH
REWARD INCENTIVE**

) Group Art Unit: 1743

) Examiner: Young, John L.

) **REQUEST FOR CORRECTION OF
INFORMATION ON THE OFFICIAL
FILING RECEIPT**

) 162 North Wolfe Road
) Sunnyvale, California 94086
) (408) 530-9700

) Customer Number 28960

MS: Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The filing receipt contains an error. The Domestic Priority Data as claimed by the applicants is missing on the filing receipt. The Domestic Priority Data should read serial number 60/147,964 filed August 9, 1999. See the attached copies of the first page of the specification and the declaration as filed for references purposes only. The applicants respectfully request that these corrections be made in the file and on the filing receipt.

Respectfully submitted,
HAVERSTOCK & OWENS LLP

Dated: November 30, 2004

By: Thomas B. Haverstock
Thomas B. Haverstock
Reg. No.: 32,571

Attorneys for Applicants

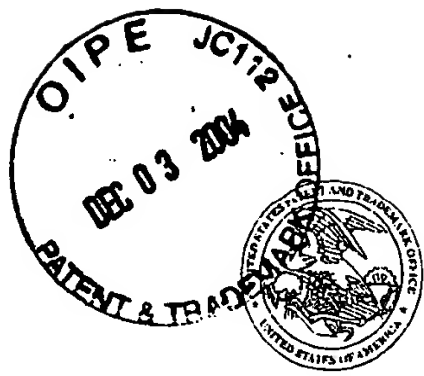
CERTIFICATE OF MAILING (37 CFR § 1.8(a))

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

- 1 -

HAVERSTOCK & OWENS LLP.

Date: 11/30/04 By: [Signature]



COPY

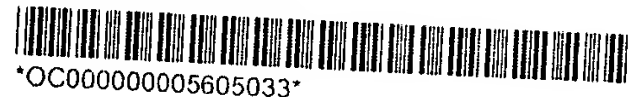
UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
09/635,994	08/09/2000	2761	1967	DERN-00101	10	49	2

Thomas B Haverstock
Haverstock & Owens LLP
260 Sheridian Avenue
Suite 420
Palo Alto, CA 94306

FILING RECEIPT



Date Mailed: 12/07/2000

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the PTO processes the reply to the Notice, the PTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

Howard Dernehl, Palo Alto, CA ;
James F. Kleckner, Palo Alto, CA ;

Continuing Data as Claimed by Applicant

Foreign Applications

If Required, Foreign Filing License Granted 09/21/2000

** SMALL ENTITY **

Title

Web based referrals with reward incentive

Preliminary Class

705

Data entry by : WHITE, JACKIE

Team : OIPE

Date: 12/07/2000



COPY

**LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15**

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 36 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Office of Export Administration, Department of Commerce (15 CFR 370.10 (j)); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

PLEASE NOTE the following information about the Filing Receipt:

- The articles such as "a," "an" and "the" are not included as the first words in the title of an application. They are considered to be unnecessary to the understanding of the title.
- The words "new," "improved," "improvements in" or "relating to" are not included as first words in the title of an application because a patent application, by nature, is a new idea or improvement.
- The title may be truncated if it consists of more than 600 characters (letters and spaces combined).
- The docket number allows a maximum of 25 characters.
- If your application was submitted under 37 CFR 1.10, your filing date should be the "date in" found on the Express Mail label. If there is a discrepancy, you should submit a request for a corrected Filing Receipt along with a copy of the Express Mail label showing the "date in."
- The title is recorded in sentence case.

Any corrections that may need to be done to your Filing Receipt should be directed to:

Assistant Commissioner for Patents
Office of Initial Patent Examination
Customer Service Center
Washington, DC 20231

THIS PAGE BLANK (USPTO)



COPY

PATENT APPLICATION
DERN 00101

WEB BASED REFERRALS WITH REWARD INCENTIVE

RELATED APPLICATIONS:

This application claims priority under 35 U.S.C. § 119(e) of the co-pending provisional application Serial Number 60/147,964 filed on August 9, 1999 and entitled "Automatic Referral System Using Electronic Messaging and E-Commerce Capabilities." The Provisional application Serial Number 60/147,964 filed on August 9, 1999 and entitled "Automatic Referral System Using Electronic Messaging and E-Commerce Capabilities" is also hereby incorporated by reference.

FIELD OF THE INVENTION:

The present invention relates to the field of Web and Internet Based Marketing. More particularly, the present invention relates to a Web Based Referral System that rewards the referring party and the purchasing party with incentives for referrals resulting in transactions.

BACKGROUND OF THE INVENTION:

Effective marketing is an essential element in the success of virtually any enterprise in today's competitive marketplace. Marketing methods have shown themselves to be as varied as the human imagination. Product focused marketing has endeavored to advance a product through advertising the value, utility or attractiveness of a specific product, focusing on a product itself. Signs and trademarks at a place of business identify the business and its various products to passing consumers. Billboards, radio and TV commercials, and slick full-page adds in national magazines have proven an effective means for advancing the consumer recognition of a good or service. Quantifiable product claims, such as the cubic footage available in a sport utility vehicle or the job placement success for graduates of a university can help consumers select a good or service appropriate to their needs. There are, however, numerous drawbacks to product



COMBINED DECLARATION FOR PATENT APPLICATION AND POWER OF ATTORNEY

COPY

I, a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated next to my name. I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled: **WEB BASED REFERRALS WITH REWARD INCENTIVE**. The specification of which was filed August 9, 2000 as U.S. Patent Application Serial Number 09/635,994. I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)

Priority Claim

Yes No

--	--

Number

Country

Day/Month/Year Filed

I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below:

60/147,964
Application Serial No.

August 9, 1999
Filing Date

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Application Serial No.

Filing Date

Status: Patented, Pending, Abandoned

I hereby appoint the following as my attorneys with full power of substitution to prosecute this application and transact all business in the Patent and Trademark Office in connection therewith:

Thomas B. Haverstock

32,571

Jonathan O. Owens

37,902

Please direct all correspondence regarding this application to the following:

Thomas B. Haverstock
HAVERSTOCK & OWENS LLP
260 Sheridan Avenue, Suite 420
Palo Alto, California 94306

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of First Joint Inventor: Howard Dernehl

Inventor's Signature: Howard Dernehl

Date

11-15-00

Residence: 723 Oregon Avenue, Palo Alto, California 94303

Citizenship: United States

Post Office Address: 723 Oregon Avenue, Palo Alto, California 94303

Full Name of Second Joint Inventor: James E. Kleckner

Inventor's Signature: James E. Kleckner

Date

11/17/00

Residence: 1855 Cowper, Palo Alto, CA 94301

Citizenship: United States

Post Office Address: 1855 Cowper, Palo Alto, CA 94301